

Product UX Elements

In what stage is your product?

Innovation

What is the need?

Business Strategy Definition



Ba = Business analysis
Ta = Task analysis

Ma = Market analysis
Ca = Competitor analysis

Ig = Idea generation

Ideation

Will the product make sense for the company?

Product Strategy



Ba = Business analysis
Ta = Task analysis

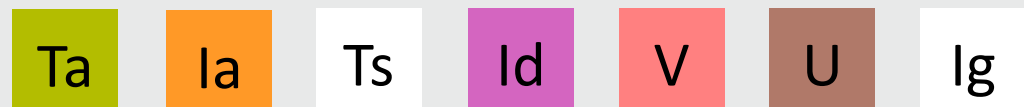
Sn = Social network
Fd = Feature definition

Vp = Value proposition
Ig = Idea generation

Definition

What does it look like?

Product Definition



Ta = Task analysis
Ia = Information architecture

Ts = Technology stack
Id = Interaction design

V = Visual treatment
U = Usability
Ig = Idea generation

Product UX Elements

The stage your product is in guides UX activities.

Task Analysis

Ui Pa Uf Us Uc

Ui = User interviews
Pa = Personas

Uf = User flows
Us = User stories

Uc = Use cases

Task Analysis

Task analysis is the analysis of how a task is accomplished, including a detailed description of both manual and mental activities, task and element durations, task frequency, task allocation, task complexity, environmental conditions, necessary clothing and equipment, and any other unique factors involved in or required for one or more people to perform a given task.

Information Architecture

Tx Io Wf Cs Md

Tx = Taxonomies
Io = Information organization

Wf = Wireframes
Cs = Content strategy

Md = Metadata

Information Architecture

Information architecture is the art and science of organizing and labeling websites, intranets, online communities and software to support usability.

Interaction Design

Va Im Vp Sf Em

Va = Visual clutter analysis
Im = Imagery analysis

Vp = Visual patterns
Sf = Style & function analysis

Em = Emotion

Interaction Design

Interaction design defines the behavior of artifacts, environments, and systems by anticipating how use of said artifacts, environments, and systems will mediate human relationships and affect human understanding.

Product UX Elements

The stage your product is in guides UX activities.

Business Analysis

Cs Fs Cm Bp Rg

Cs = Current state Cm = Change management Rg = Requirements gathering
Fs = Future state Bp = Business product mapping

Business Analysis

Business analysis is the discipline of identifying business needs and determining solutions to business problems. Solutions often include a systems development component, but may also consist of process improvement, organizational change or strategic planning and policy development.

Social Network

Sa Sv

Sa = Social analysis
Sv = Social value

Social Network

Identifies first adapters and influencers including connectors, mavens, and salesmen.

Usability

Ut 508 Vp W3C

Ut = Usability testing W3C = W3C recommendations
508 = 508 recommendations

Usability

Usability is a quality attribute that assesses how easy user interfaces are to use.